

GREAT

WHITENERS

Four BAZAAR staffers try different teeth-brightening treatments. Here, their verdicts ...

EUGENIE KELLY *deputy editor & beauty director*
Clean Clear & Correct is nothing like a dentist's surgery. It's more a luxe spa, of sorts. Think chic industrial-Hamptons decor. No sharp minty-fluoride smells permeating the air. And a chilled vibe — none of that background drilling stuff going on. I'm a major grinder, so, sensitivity being an issue, teeth-whitening has always been a no-go. But I'm assured that CCC's ozone-boosted express-whitening 15-minute service, which lightens teeth gradually over regular sessions, is virtually pain-free.

Lips are first coated in Vaseline, then pulled back with a guard. Teeth are brushed with a hydrogen-peroxide gel infused with ozone to enhance the whitening process (accelerated by a UV light), which means the bleaching agent needs to be in contact with your teeth for only 10 minutes. After three sessions, my smile isn't blinding-bright, but there is a definite improvement; enough for friends to sign up. The best bit: I didn't feel a thing.

From \$115; cleanclearandcorrect.com.au.

KELLIE HUSH *editor-in-chief*
I do some research before booking my Philips Zoom appointment at Sydney's Smile by Design (2/110 Spring Street, Bondi Junction, 1800 888 645). Reviews are mixed, with a few people claiming their treatment was so painful they left early. I'm slightly concerned. Zoom is an LED technology that has been clinically proven to produce less sensitivity. I email a colleague who swears by it (she has a million-dollar smile). She tells me: "It's not that bad, I promise. It's like extreme sensitivity. I've seen you murder a circuit class, so this will be easy."

When I call, I'm told you must have healthy gums and teeth (no veneers), and have had a recent dentist check-up. Do I experience high sensitivity in my teeth? I don't think so.

Well, I now know I *do* have sensitive teeth. I make it through the treatment, but it's painful. The most uncomfortable part is an hour afterwards, as my teeth keep pulsating. The next morning, however, I am fine. Best of all, I have really white teeth. It's worth it.

From \$750; philips.com.au/zoom.

FIVE
MINUTES
WITH ...
DR LUKE
CRONIN
dentist

1

MAINTENANCE WORK

If you've had your teeth whitened in-chair but the brightness has dimmed, book in with your hygienist for a top-up treatment. They will thoroughly clean your teeth to reduce plaque, calculus and staining.

A session will also lighten enamel to further boost the wattage of your smile.

2

SENSITIVE TYPES

Two weeks before your whitening treatment, start using a toothpaste high in fluoride and potassium nitrate desensitiser (eg. Colgate Neutrafluor 5000 Sensitive). This will help reduce sensitivity by blocking the transmission of temperature changes to nerves inside teeth.

3

COMING SOON ...

Look out for the about-to-be-released Philips Zoom QuickPro, a five-minute in-chair whitening system designed to brighten teeth by up to four shades, with little or no sensitivity. Perfect for a pre-event freshen up.

ANNA LAVDARAS *beauty assistant*

Ultradent's Opalescence Go 6 per cent is considered to be at the weaker end of the professional-whitening spectrum, meaning perfect for me. I've tried more intense treatments and let's just say it didn't end well, for myself or my colleagues, who were forced to suffer my dramatic desk-groaning for the two-week (caffeine-free) treatment period.

While Opalescence Go's 15 per cent formulation requires a hygienist's tick of approval, the 6 per cent can simply be ordered online. It comes with individual UltraFit trays that easily conform to any smile, pre-filled with the perfect amount of potassium nitrate formula, to be worn for about an hour daily. I find the best time to do it is post-dinner, pre-sleep, when it's unlikely anyone will bother me, as the mint-flavoured trays don't allow for much conversation beyond slurring and dribbling. My 10 days with the treatment fly by, and the difference in my teeth is definitely noticeable. Who says beauty is pain?

From \$150; opalescence.com/au.

CAROLINE TRAN *market editor*

When the beauty team offers a free teeth-whitening treatment in the name of research, I accept with two conditions: it has to be pain-free and not life-altering. Basically, I want the lazy girl's solution, and so an appointment for Poladay tooth-whitening is arranged with Dr Levi at The Smile Shop (63 Oxford Street, Darlinghurst, Sydney, 1300 659 172). I receive a set of moulds and some easy instructions to see me through the 10-day treatment.

My lightweight silicon retainers are super comfortable, and even if they weren't, the obligatory half-hour daily wear time is no biggie. A small amount of whitening gel goes a long way (I learn the hard way with a mouthful of overflow), so just dot it onto your moulds and apply at night. The first week brings a slight change without any sensitivity, while the second sees a bigger difference in the shade of my teeth, with a bearable level of discomfort. Soothing gel is provided, but I don't even get to that. I'd definitely do it again.

From \$350; polawhite.com.au.